SOCIAL MEDIA FOR BEGINNERS

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ROCHESTER
public library district
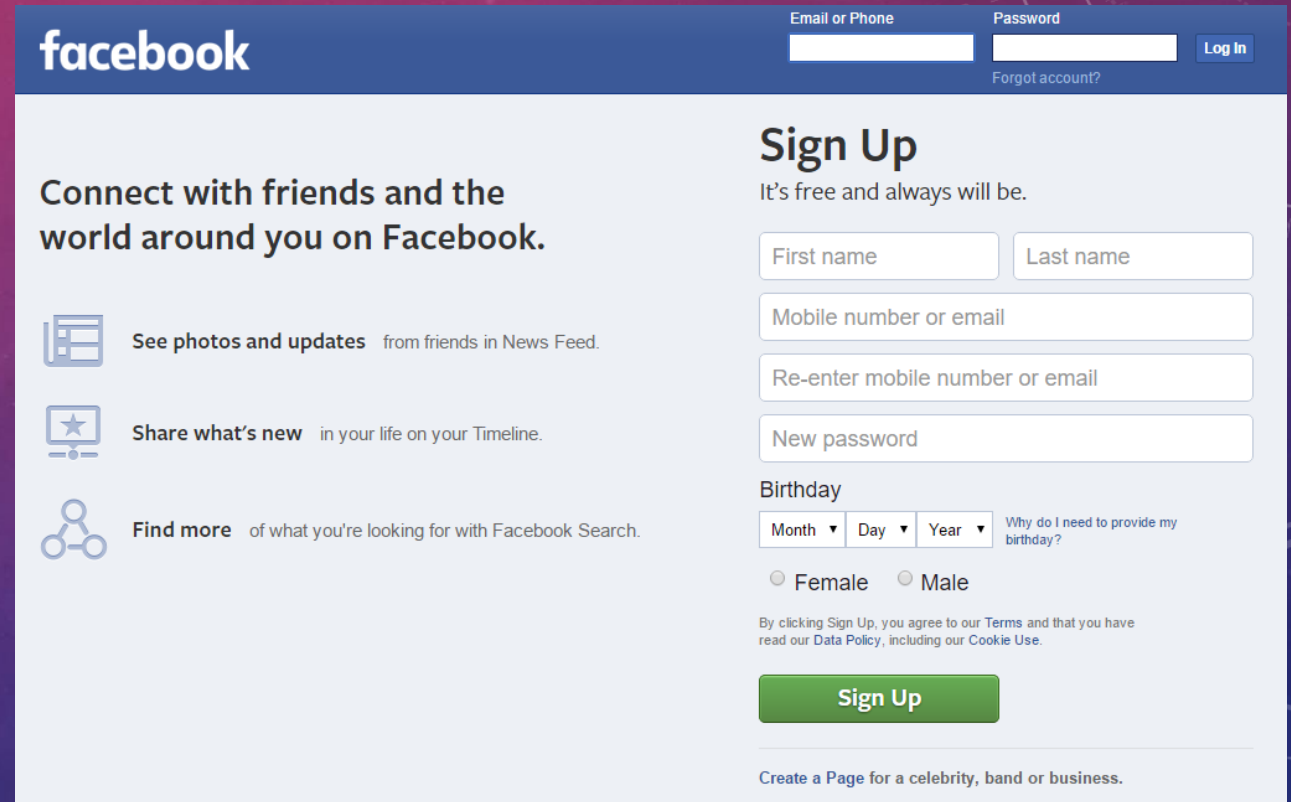Connect. Discover. Create.

WHAT YOU'LL LEARN TODAY

- What social media is

- What free social media services are available for you to use

- The basics of using some of the most popular social media services (Facebook, Twitter, Instagram, Pinterest, and Snapchat)

WHAT IS SOCIAL MEDIA?

- "Social media" are online tools & services that let you connect with other people to share your thoughts, interests, and accomplishments

- Let you connect with your friends, family, and co-workers, as well as with your favorite celebrities, bands, etc

- Most social media services are free, and can be used from both your computer & your mobile device(s)
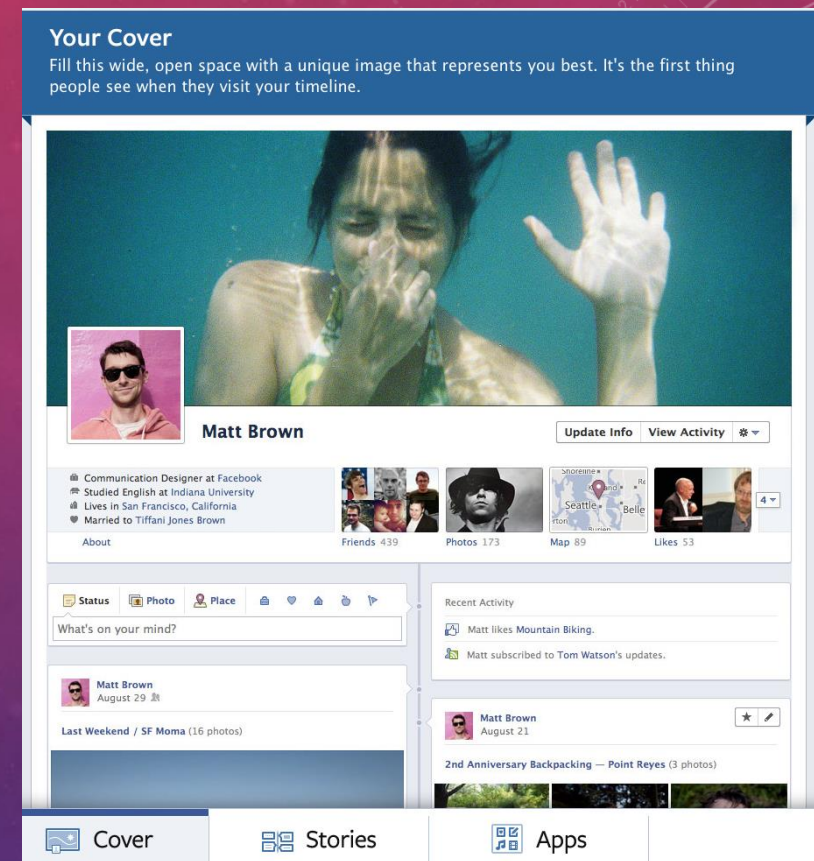
FACEBOOK

- Probably the most widely-known social media service

- Anyone over the age of 13 can sign-up for an account

- Easy to sign up: either **download the Facebook app** to your mobile device & follow the instructions for creating an account; or **go to facebook.com and fill out the Sign Up form** on the front page

FACEBOOK

- Once you've created an account, you can start filling out your **Timeline:** your personal Facebook profile page.

- Your Timeline is where you can change your profile picture, add information about yourself (like your job, relationship status, and education), and talk about the things you're interested in (favorite movies & bands, hobbies, etc)

- You can also start adding friends by searching for them in Facebook's search box at the top of the page.

- Once you find someone you want to add as a friend, click on the **Add Friend** button to send a friend request for them to approve

Click here to type a status update and let your friends know what you're thinking about! You can also click on the **Add Photos/Video** button to upload a picture to your Facebook

These buttons are notifications that will let you know when you have new things to look at. The one that looks like a person is for **Friend Requests**, the speech bubble is for **Messages**, and the globe is for **status updates/new content** from people you follow

Your newsfeed is the first page you'll see whenever you log in. It shows you recent posts made by your friends and pages that you follow. This is also where you can update your Facebook status to let your friends know what's going on in your life.

This is where you'll see updates from your friends & the pages you've liked, organized by how relevant Facebook thinks they are to your interests

This area shows you which of your friends are online (indicated by the little green dots); you can click on their name to send them a message

TWITTER

Twitter is a little different from Facebook in that it limits how long your "Tweets" (status updates) can be→each Tweet can only be 140 characters or less (including spaces)

Handle

Hashtag

Tweets

Tom Haverford @TomHaverford
Four green lights in a row #blessed
Expand

Tom Haverford @TomHaverford
Drive faster, blue civic. Daaaaaaam. #soccermoms
Expand

Tom Haverford @TomHaverford
Gotta pass this lady on the ejkerkj.
Expand

Tom Haverford @TomHaverford
Just hit a fire hydrant, but I survived. #Unbreakable,
#WhatsMrGlassuptothesedays? #whynosequel?
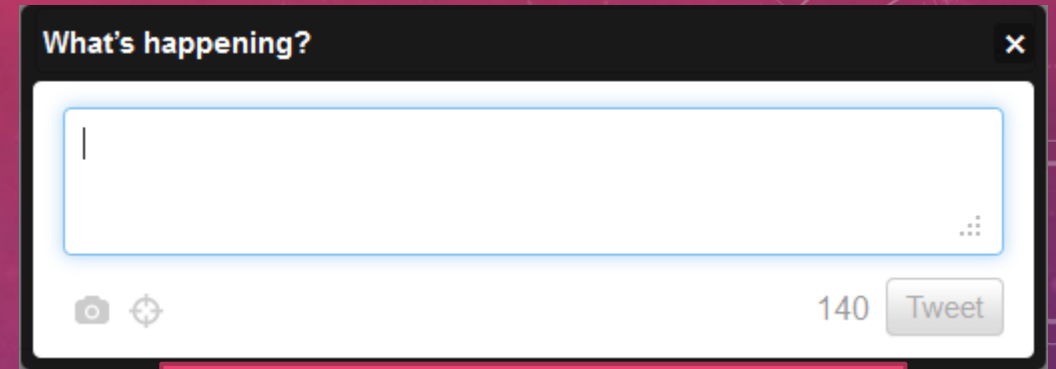Expand

An example of a Twitter feed

You can click the "Expand" button to see any responses made to a Tweet

- **Some essential-to-know Twitter terminology:**

  - **Handle:** Your username; this is what other people will use to refer to you in Twitter conversations

  - **Retweet:** Sharing someone else's Tweet with your followers

  - **Feed:** Similar to Facebook's Newsfeed, this is where you'll see new Tweets from users that you follow

  - **Mention (@):** Other users can conduct discussions with you by "mentioning" you in their Tweets. To do this, just put the @ symbol in front of their handle (EX: @WhiteHouse)

  - **Direct Message (DM):** You can also have a one-on-one private conversation with other users by direct messaging them. Generally you can only message users you follow, although some users will accept DMs from anyone (or only accept DMs from users they are following themselves)

  - **Hashtag (#):** Hashtags are a way for you to indicate a particular topic that your Tweet is about (EX: #Obama). You can see all of the other tweets about a topic by clicking on its hashtag. You can't put spaces between words in a hashtag

You can also share videos and pictures in your Tweets→just remember that these use up characters in your Tweet (around 20 characters for an image), so you may have to shorten your message

What's happening?

140 Tweet

Worldwide Trends · Change

#NameThatTeam ↗ Promoted
#ExpresionesAndaluzas
#RIPOneDirection
#StopHateAndRespectTaylorSwift
#My50FavoriteKpopSongs
#FrancisSarahYouAndMe
Labor Day
Assad
Windows 8.1 RTM Launches for Hardware Partn…
Oussama Assaidi

- Hashtags that are used by a lot of people at the same time are **trending topics.** Twitter usually tailors what trending topics you see based on your interests & the people you follow

- You can also choose to see trending topics in your area, or worldwide.

By default, your Tweets are set to display publicly, meaning that anyone can view them (even if they aren't following you). If you want to change your privacy settings:

1. Go to your **Security and Privacy Settings** (click on the ⚙ icon to go to your settings, then select Security and Privacy Settings from the drop-down menu)
2. Click on **Protect My Tweets** so that only people who are following you can see the Tweets you post. This will also make it so that anyone who wants to follow you has to send a request (which you can approve or disapprove)

INSTAGRAM

- Instagram is different from Facebook & Twitter b/c it is **primarily for sharing photos**

- Also **mainly a MOBILE platform**→you will need to download the Instagram app to your phone or tablet in order to set up an Instagram account, and most of what you do with Instagram will be through the mobile app

- Once you've downloaded & installed the app, follow the prompts for setting up an Instagram account. You are now ready to start uploading your photos and following other users!

- You will use Instagram's navigation menu (at the bottom of your app screen) to use different Instagram functions

Home : Takes you back to Instagram's main page, with a feed showing recent posts by people you follow

Explore: Lets you search for Instagram posts & users, and browse posts that are currently popular

Camera : The most important button; this is what you click on to take photos/add photos to your Instagram!

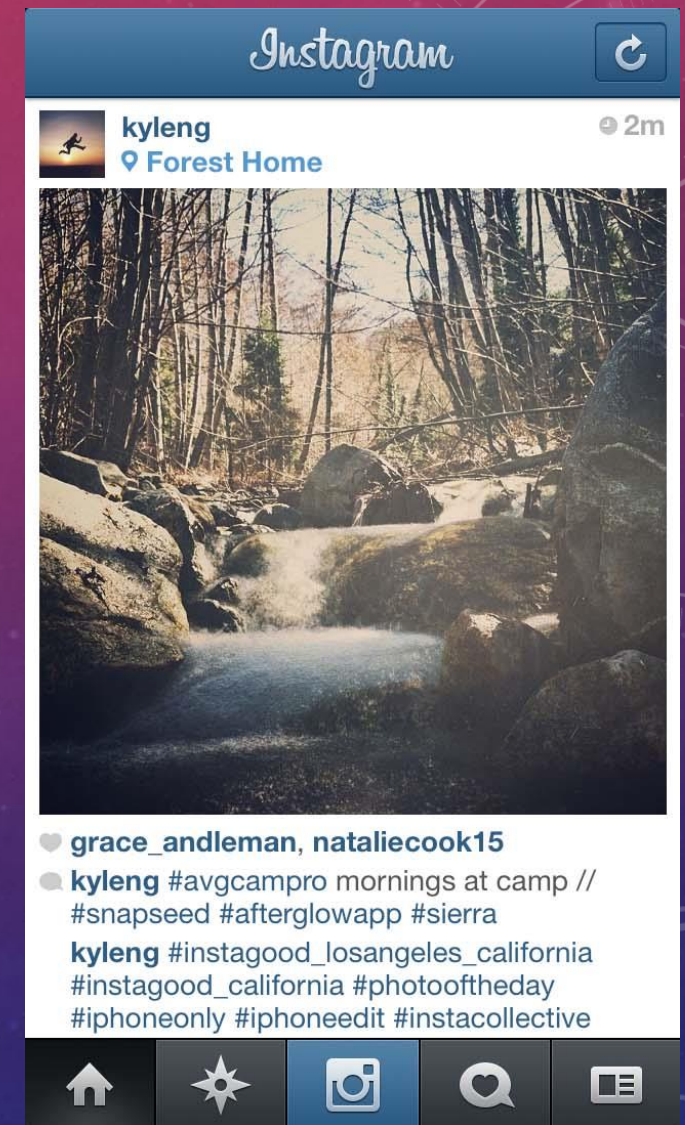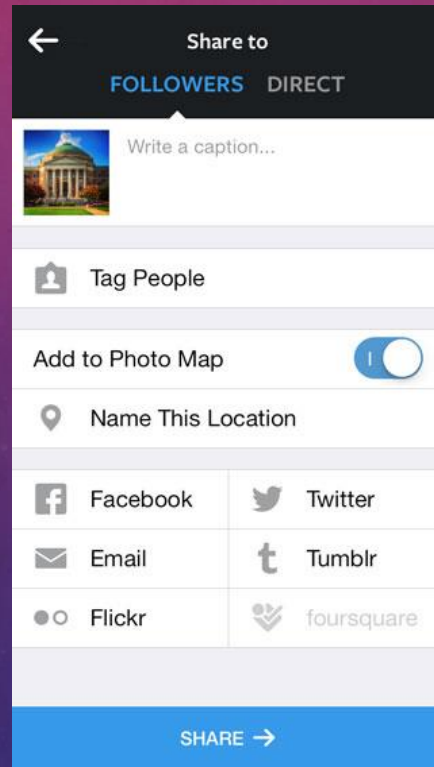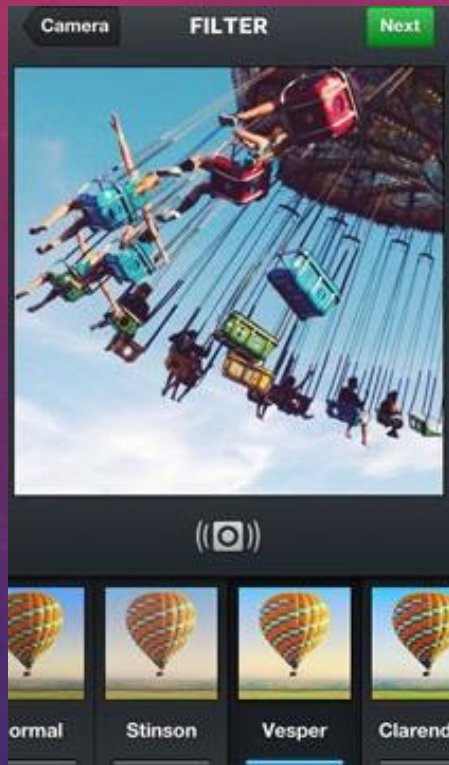**Notifications:** Lets you see who has liked or commented on your recent posts

Profile: This is where you'll go to see your profile page and add/edit your profile information

Instagram's main navigation menu

INSTAGRAM: ADDING PHOTOS

- Click on the camera button to add a picture

- You can either take a photo using your device camera, or upload a photo from your pictures

- You can also use your device camera to record a short video & upload it to your account

- Once you've taken your picture, you can use one of Instagram's filters to add special artistic effects to your photo

- After you've edited your photo, click on the **Next** button to go to the **Sharing Screen**. This is where you can *add a caption* to your picture, *add hashtags* to describe it (in the caption field), and/or *tag other users.*

- You can also choose to share your post to a different social media site

Taking & sharing pictures with Instagram

PINTEREST

- Pinterest is a place to organize and share online images ("pins") of things that you find interesting or inspiring. You can organize your pins into customized, themed boards on whatever topic you like

- Many people use Pinterest as a tool for organizing their projects & interests (EX: creating a board of wedding-related pins to organize wedding ideas and projects; creating a board of recipes as an online recipe box, etc)

- Once you've created your Pinterest account, you can start adding Pins to your Boards using 2 methods:

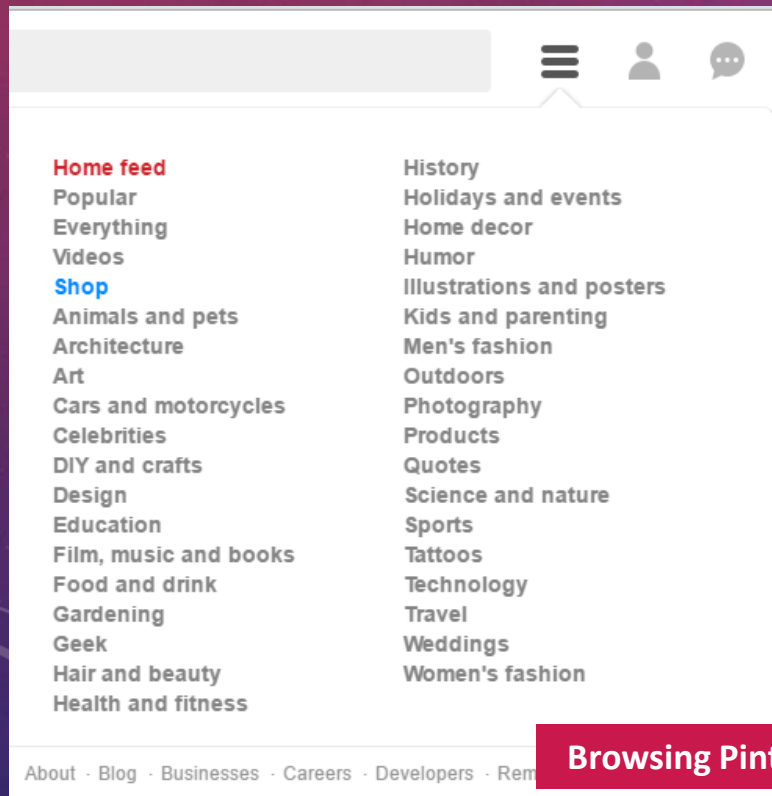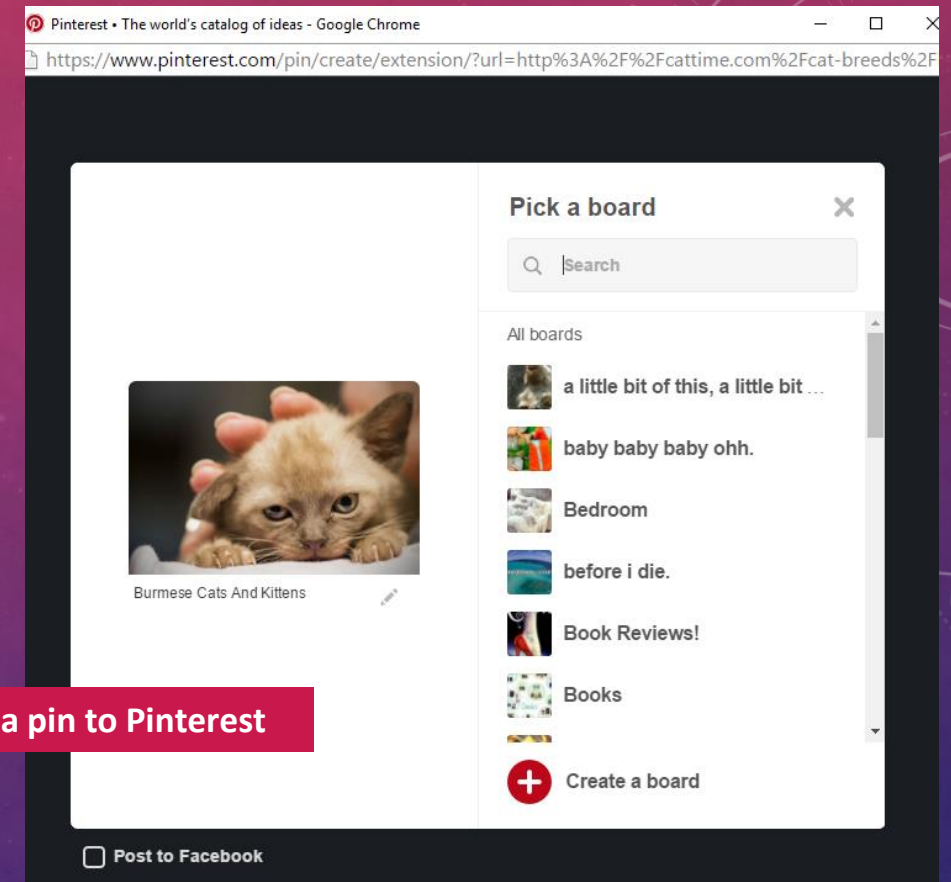| Manually Adding Pins	Using the "Pin It" button
• You can add pins that other people have pinned to Pinterest by hovering over their pin, then clicking on the **Repin** button • You can also add new Pins by clicking on the **Add a Pin** button (looks like)→choose to either *Upload a Pin* from your computer, or *Add Pin from Website* (type in the web address of the site you want to add a pin from, then find the image you want to pin)	• Installing the Pinterest "Pin It" button is the easiest way to add pins to your Pinterest boards • Go to **https://help.pinterest.com/en/articles/add-pinterest-browser-button#Web**, then follow the instructions for adding the Pin It button to your web browser • Once the Pin It button has been installed, whenever you find an image you'd like to Pin just click on the button in the upper-right corner of the browser, then select the item you want to pin

PINTEREST

- Whenever you add a new pin to your Pinterest, you will need to choose a board for your pin to go on, or create a new board→

- You can add the same pin to multiple boards (will just have to repin it each time)
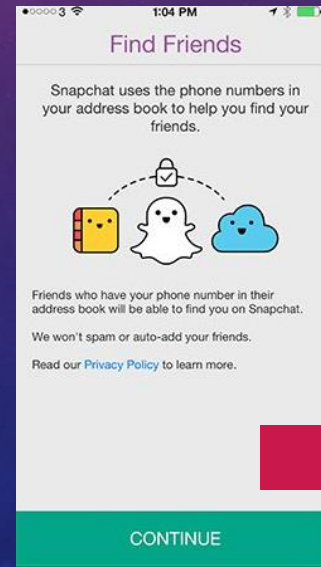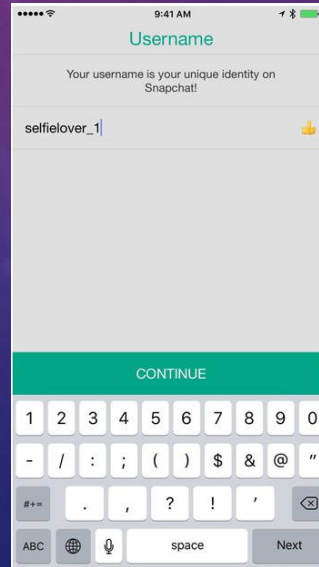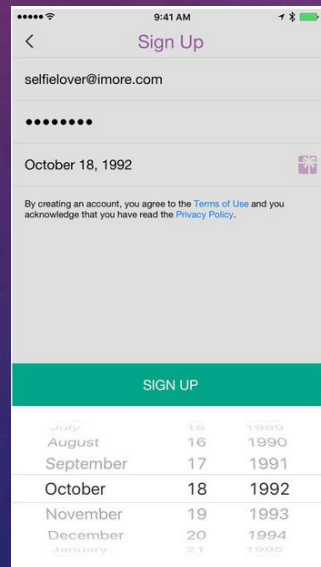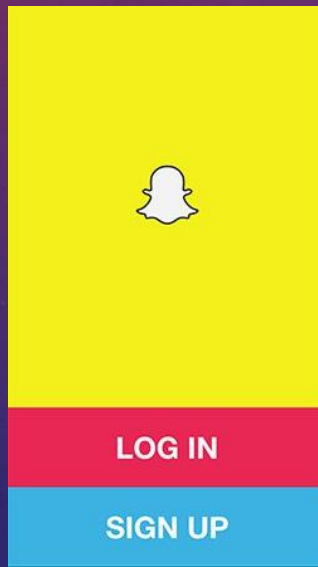

Pinning a pin to Pinterest

Browsing Pinterest by topic

- Browsing Pinterest is a good way to see what other users are pinning & get new content for your own boards

- ← You can either use the **search bar** to search for users, boards, and pins by topic (EX: books, recipes, wedding ideas), or click on the **Browse** button to browse for content in different areas
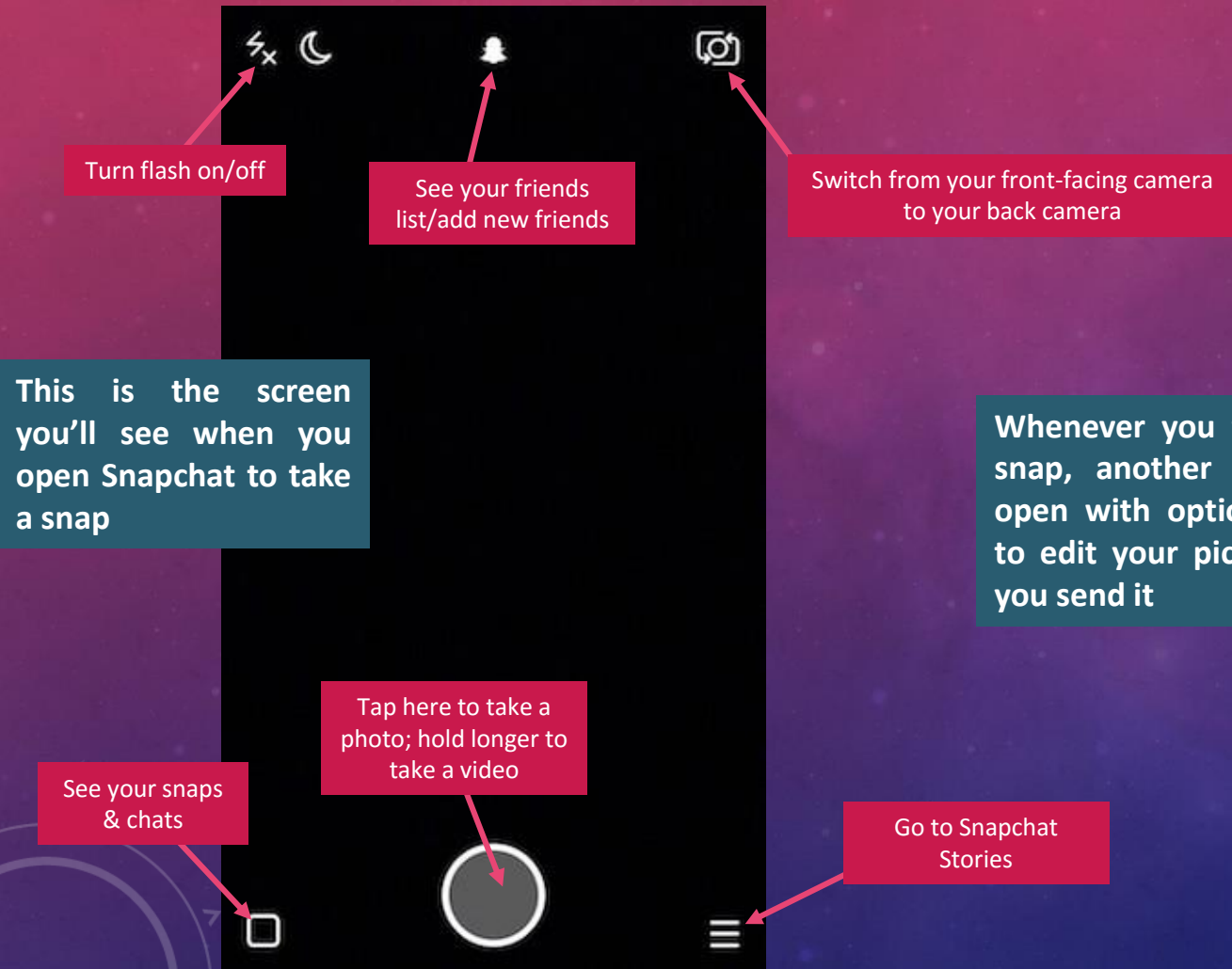
SNAPCHAT

- Snapchat is used to share photos & videos from your mobile device with other Snapchat users→similar to sending a text message

- The biggest difference between a Snapchat "snap" & a regular message is that **your recipient can only look at what you send them for a set amount of time (1 to 10 seconds);** after that, it disappears

- To set up Snapchat:

  1. Download the Snapchat app from the app store

  2. Open the Snapchat app on your phone; the first time you open it you'll need to create a new account using your email

  3. Create your Snapchat username

  4. Start finding & adding your friends. Snapchat will ask to access your contacts to see who in your address book is also using Snapchat, and then let you add them. You can also add friends by username.

Setting up Snapchat

SNAPCHAT

- Once you've set up your account & added some friends, you can start snapping!

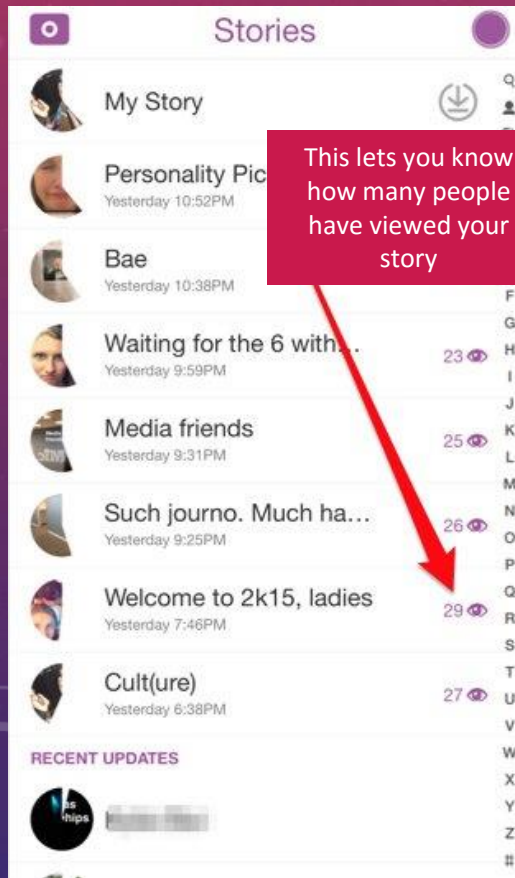- Snapchat uses your phone's camera to take pictures/record video

Turn flash on/off

See your friends list/add new friends

Switch from your front-facing camera to your back camera

This is the screen you'll see when you open Snapchat to take a snap

Whenever you take a new snap, another screen will open with options for you to edit your picture before you send it

Tap here to take a photo; hold longer to take a video

See your snaps & chats

Go to Snapchat Stories

Use a filter on your picture

Add a caption

Draw on your picture

Send snap to friend(s)

Choose how long people can see your picture for
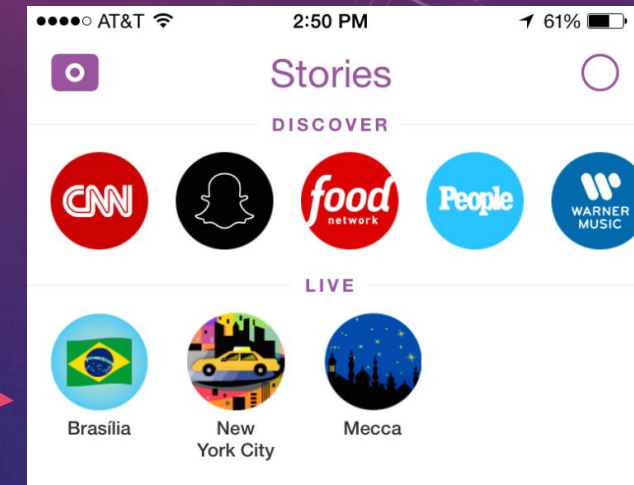
Add photo to Snapchat story

SNAPCHAT

- Besides sending individual snaps to your friends, you can also create a **Snapchat story**: a chronological collection of snaps that people can view for 24 hours

- Snapchat stories are a neat way of sharing events in your life as they happen

- To create a story, just click on the **Add to Story** icon at the bottom of the screen when you create a new snap (looks like)

- You can see stories other people have posted by clicking on the icon on the main Snapchat screen

This lets you know how many people have viewed your story

- You can also see Snapchat stories posted by other users & companies (like CNN, ESPN, etc), as well as live Snapchat stories about special events as they happen in real-time

- Although your snaps disappear after 10 seconds (unless they are part of a story), the people you send them to can take a screenshot in order to save them (but Snapchat will let you know if they do this)